

Fig. 1

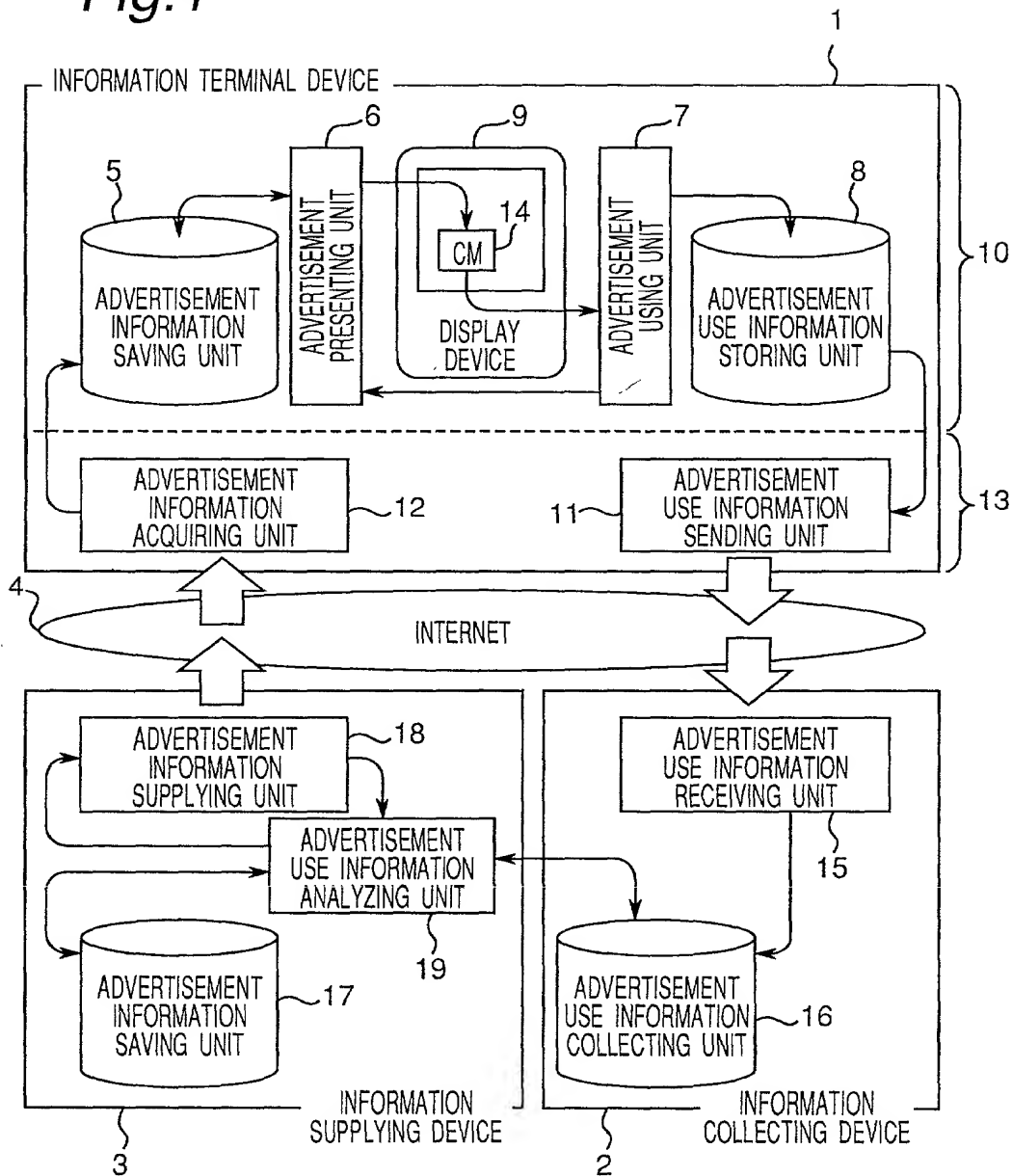


Fig.2A ADVERTISEMENT IS BEING PRESENTED

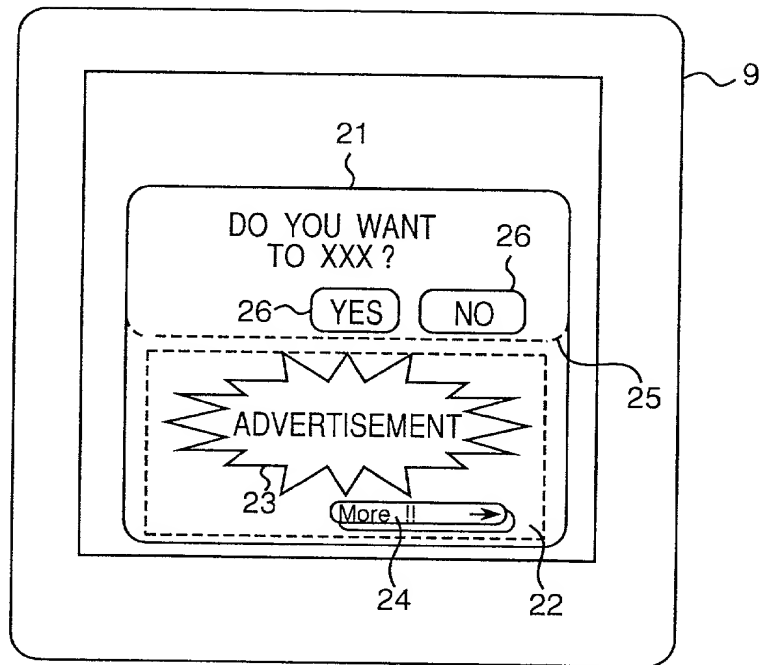


Fig.2B ADVERTISEMENT WAS USED

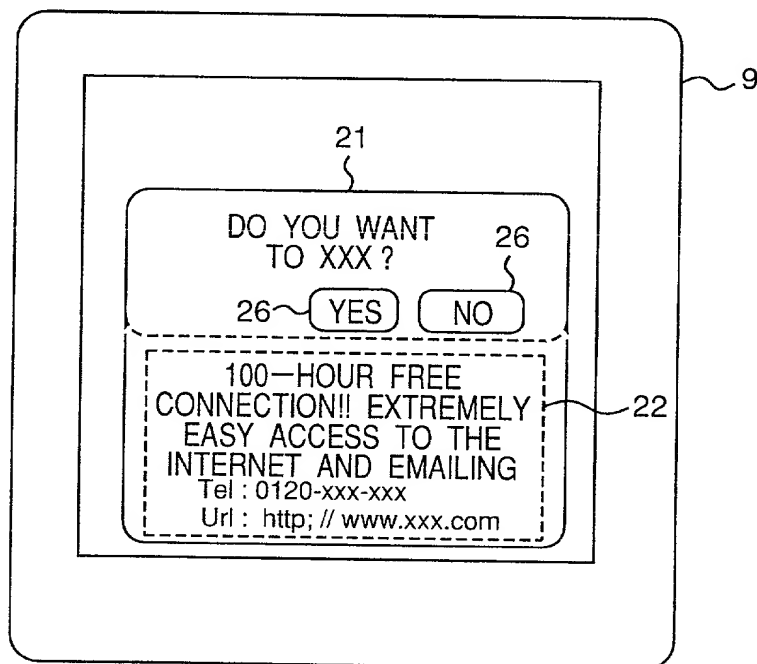


Fig.3

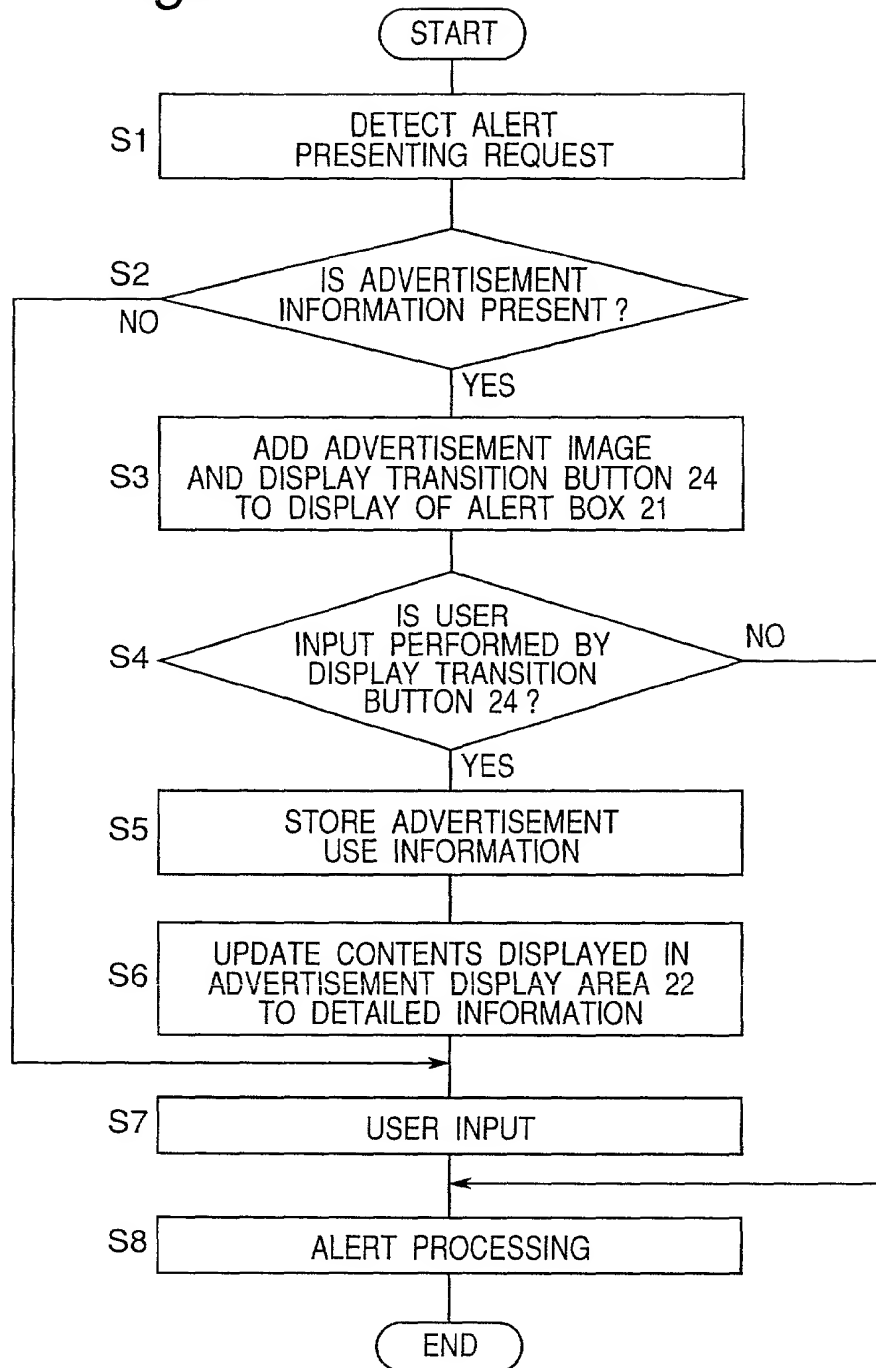


Fig.4

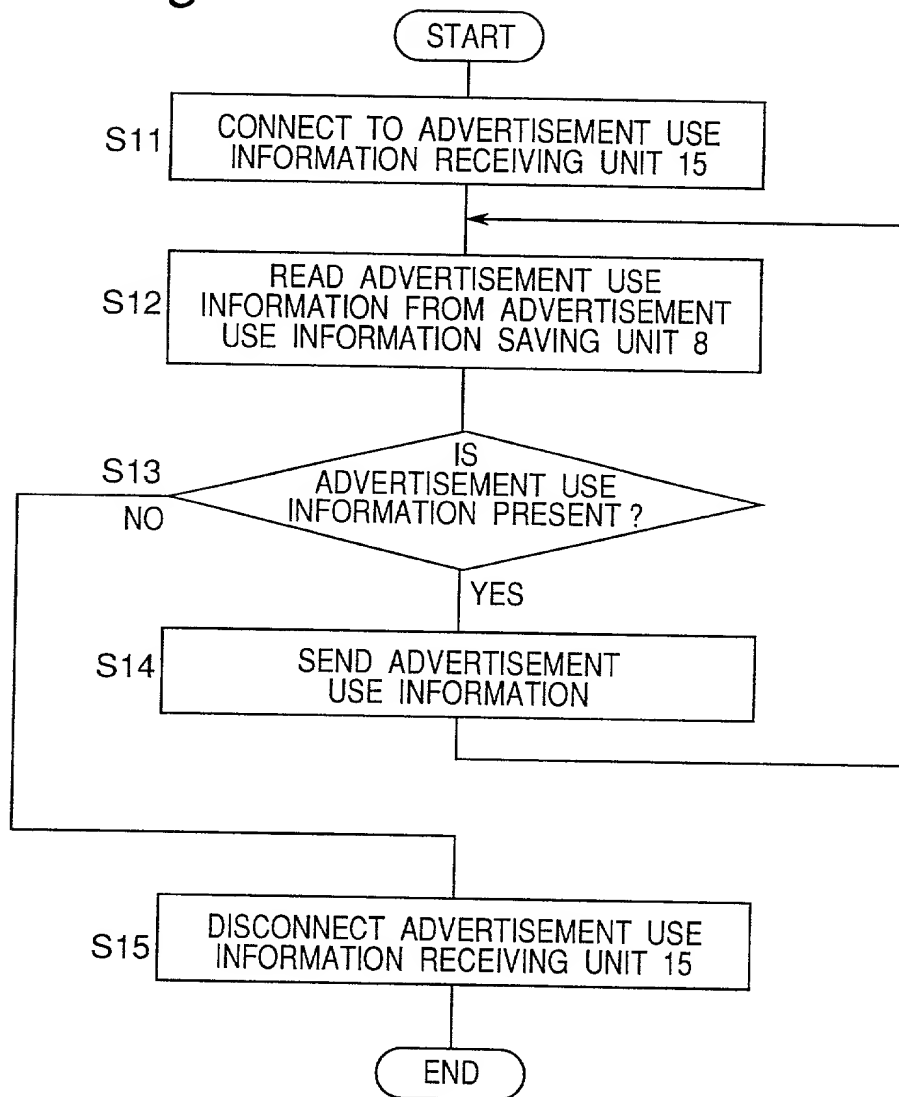


Fig.5

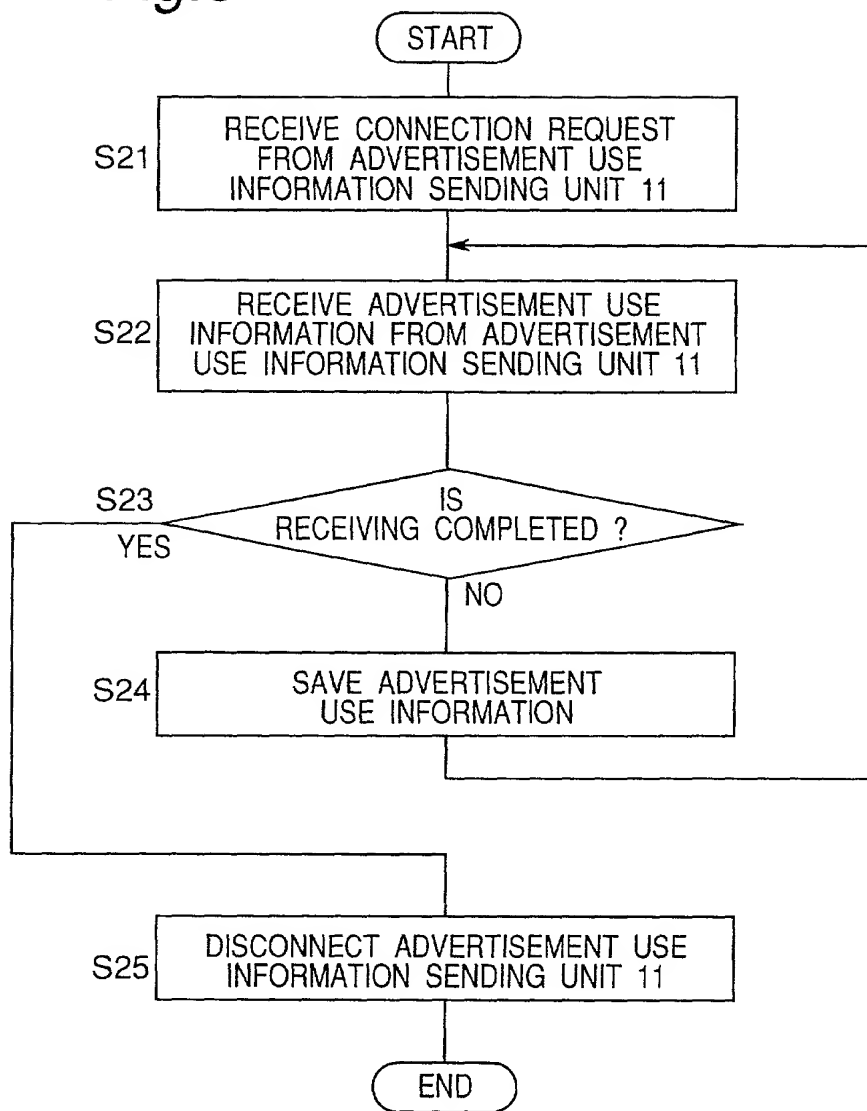


Fig.6

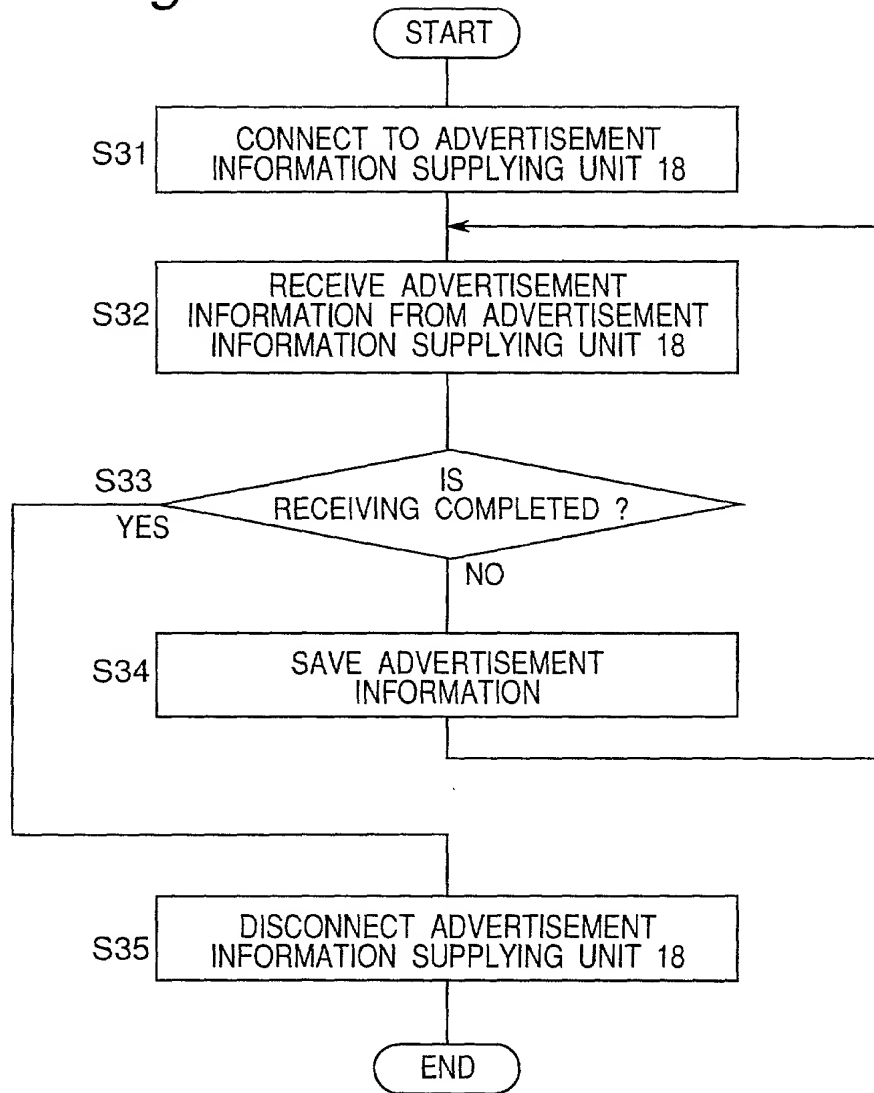


Fig.7

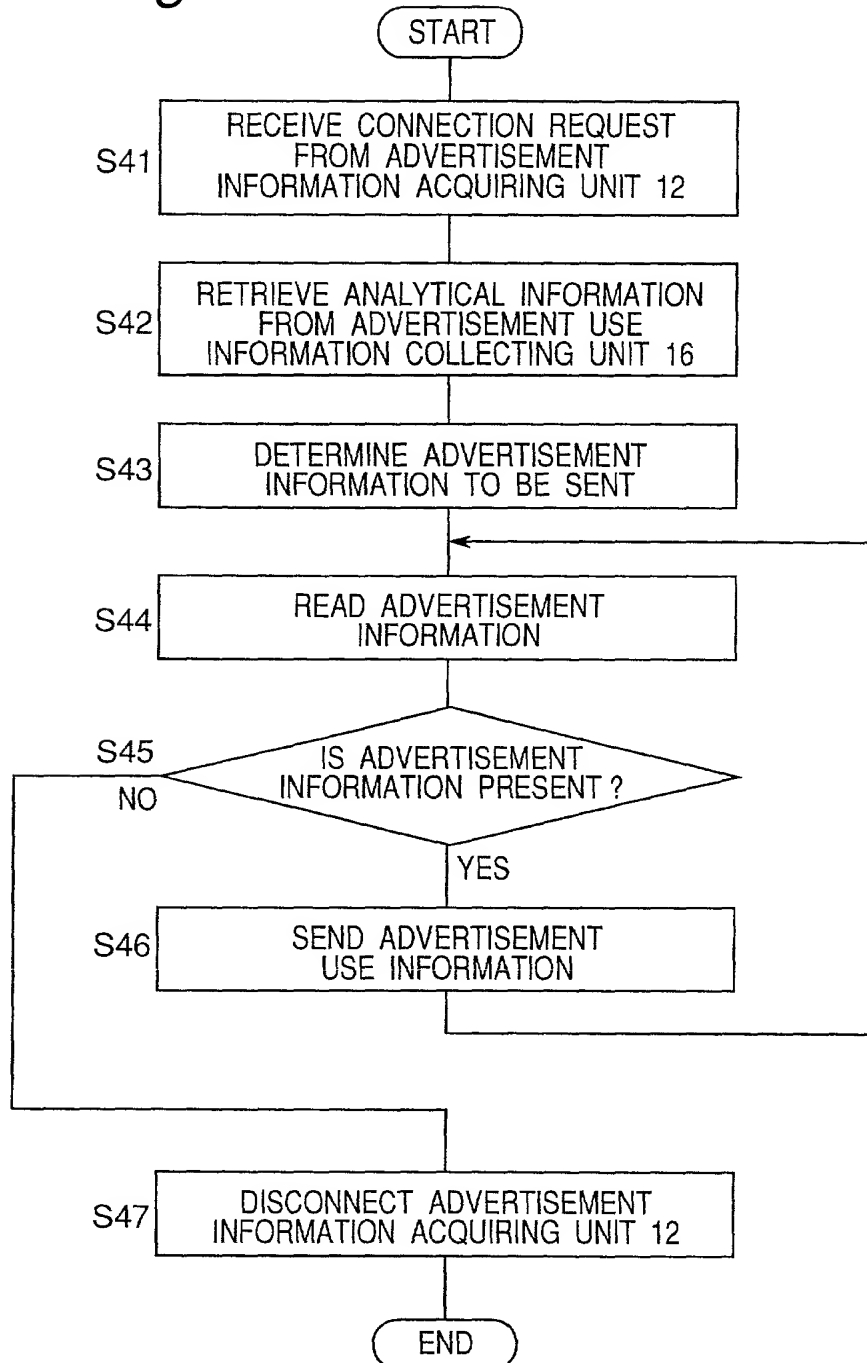


Fig.8

	INITIAL STATE	AFTER DETECTION OF ADVERTISEMENT USE INFORMATION	AFTER COLLECTION OF ADVERTISEMENT USE INFORMATION	AFTER ACQUISITION OF ADVERTISEMENT USE INFORMATION		
				ADVERTISER	CONTENTS	
ADVERTISEMENT INFORMATION SAVING UNIT 5	ADVERTISER	ADVERTISER	ADVERTISER	ADVERTISER	CONTENTS	CONTENTS
	1 ADVERTISEMENT OF COMPANY A	1 ADVERTISEMENT OF COMPANY A	1 ADVERTISEMENT OF COMPANY A	1 ADVERTISEMENT OF COMPANY A	SIGN-ON INVITATION	SIGN-ON INVITATION
	2 ADVERTISEMENT OF COMPANY B	2 ADVERTISEMENT OF COMPANY B	2 ADVERTISEMENT OF COMPANY B	2 ADVERTISEMENT OF COMPANY A	PRODUCT INFORMATION	SERVICE 1
	3 ADVERTISEMENT OF COMPANY C	3 ADVERTISEMENT OF COMPANY C	3 ADVERTISEMENT OF COMPANY C	3 ADVERTISEMENT OF COMPANY C	PRODUCT INFORMATION	PRODUCT INFORMATION
ADVERTISEMENT USE INFORMATION STORING UNIT 8	NUMBER OF TIMES ADVERTISEMENT WAS DISPLAYED	NUMBER OF TIMES ADVERTISEMENT WAS DISPLAYED	NUMBER OF TIMES ADVERTISEMENT WAS DISPLAYED	NUMBER OF TIMES ADVERTISEMENT WAS DISPLAYED	NUMBER OF TIMES ADVERTISEMENT WAS USED	NUMBER OF TIMES ADVERTISEMENT WAS USED
	1 8	1 9	1 9	1 9	2	
	2 8	2 8	2 8	2 8	0	
	3 8	3 8	3 8	3 8	1	
ADVERTISEMENT USE INFORMATION COLLECTING UNIT 16	NUMBER OF TIMES ADVERTISEMENT WAS DISPLAYED	NUMBER OF TIMES ADVERTISEMENT WAS DISPLAYED	NUMBER OF TIMES ADVERTISEMENT WAS DISPLAYED	NUMBER OF TIMES ADVERTISEMENT WAS DISPLAYED	NUMBER OF TIMES ADVERTISEMENT WAS USED	NUMBER OF TIMES ADVERTISEMENT WAS USED
	1 9	1 9	1 9	1 9	2	2
	2 8	2 8	2 8	2 8	0	0
	3 8	3 8	3 8	3 8	1	1
INFORMATION TERMINAL DEVICE 1		INFORMATION COLLECTING DEVICE 2				

Fig.9

INITIAL STATE		AFTER DETECTION OF ADVERTISEMENT USE INFORMATION		AFTER COLLECTION OF ADVERTISEMENT USE INFORMATION	AFTER ACQUISITION OF ADVERTISEMENT USE INFORMATION
ADVERTISEMENT INFORMATION SAVING UNIT 17					
INFORMATION SUPPLYING DEVICE 3					
	ADVERTISER	CONTENTS	REPRESENTATIVE DATA	DETAILED DATA	
1	ADVERTISEMENT OF COMPANY A	SIGN-ON INVITATION	LARGE IMAGE	TEXT	
2		SERVICE 1	IMAGE	TEXT	
3		SERVICE 2	IMAGE	TEXT	
1	ADVERTISEMENT OF COMPANY B	PRODUCT INFORMATION	LARGE IMAGE	IMAGE+TEXT	
2		OPTION 1	LARGE IMAGE	IMAGE+TEXT	
1	ADVERTISEMENT OF COMPANY C	PRODUCT INFORMATION	IMAGE+TEXT	TEXT	
2		OPTION 1	IMAGE	TEXT	

Fig. 10A

ADVERTISEMENT IS BEING PRESENTED

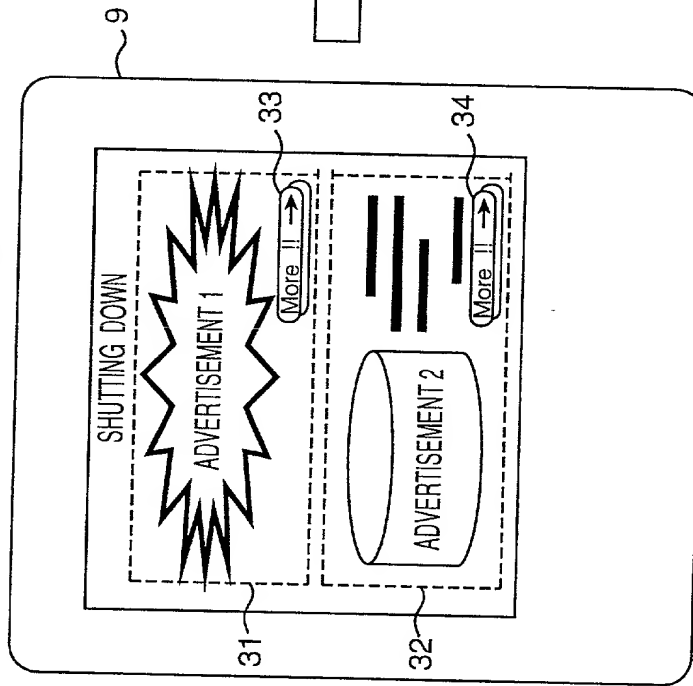


Fig. 10B

ADVERTISEMENT WAS USED

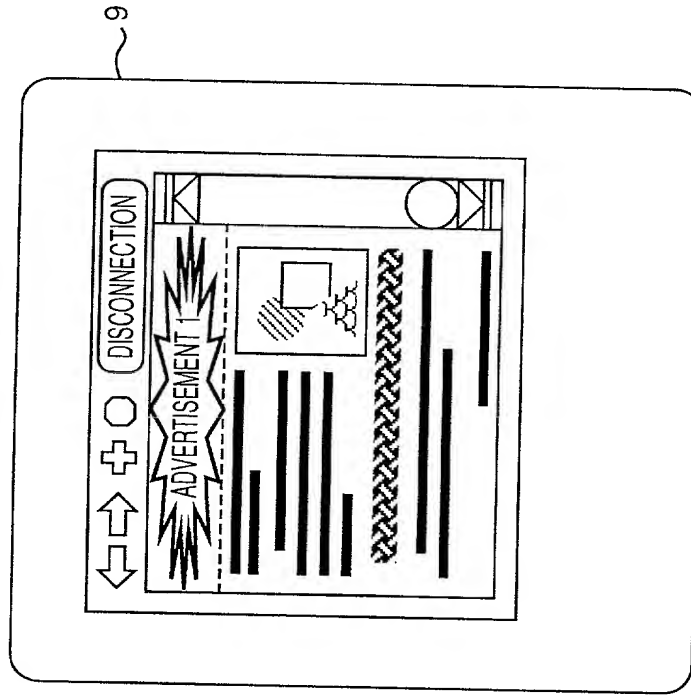


Fig.11A

ADVERTISEMENT IS BEING PRESENTED

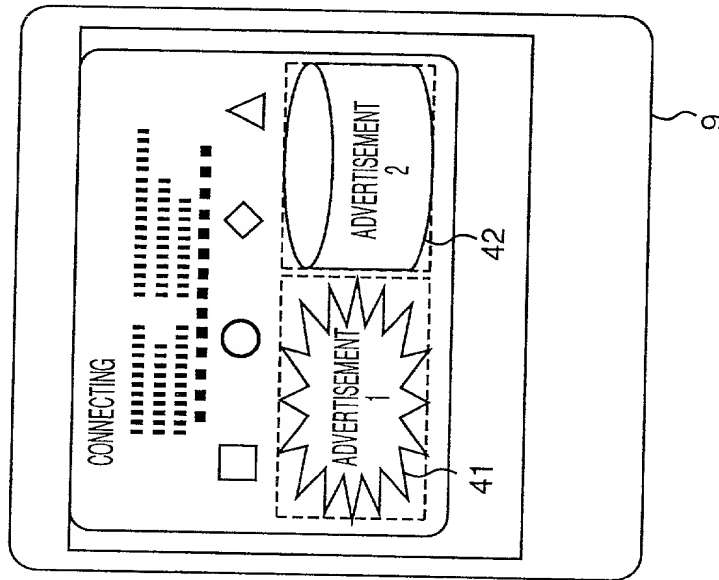


Fig.11B

ADVERTISEMENT IS BEING USED (PROCESS)

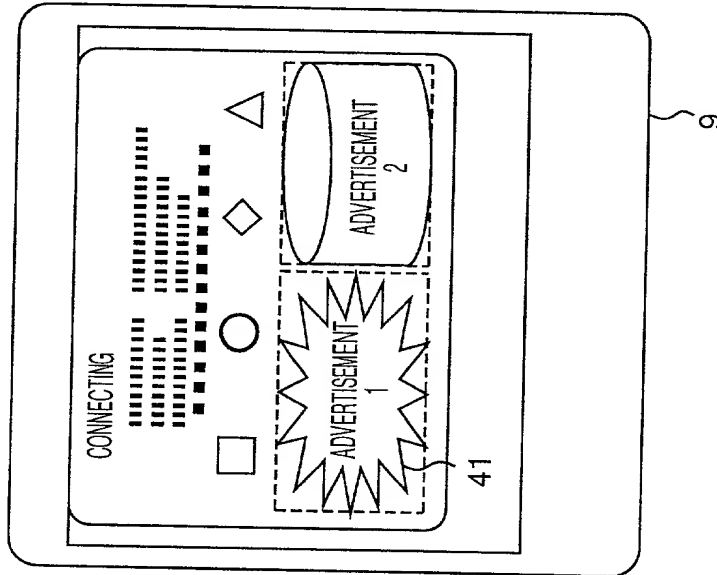


Fig.11C

ADVERTISEMENT WAS USED (RESULT)

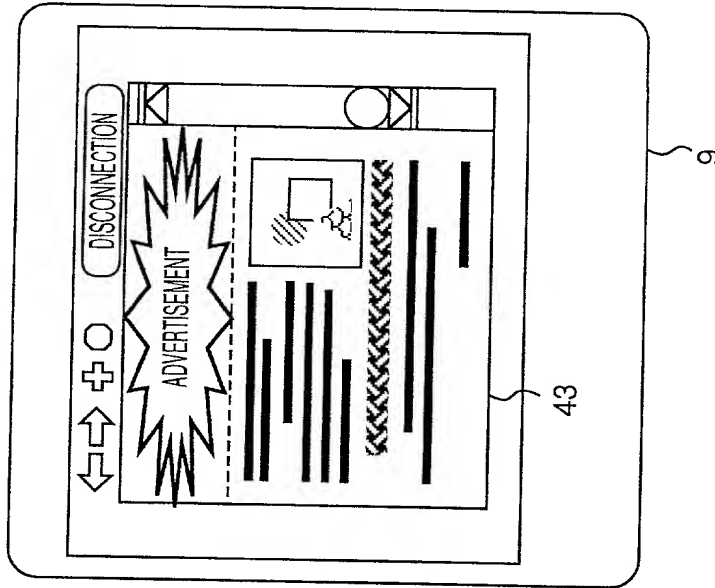


Fig.12

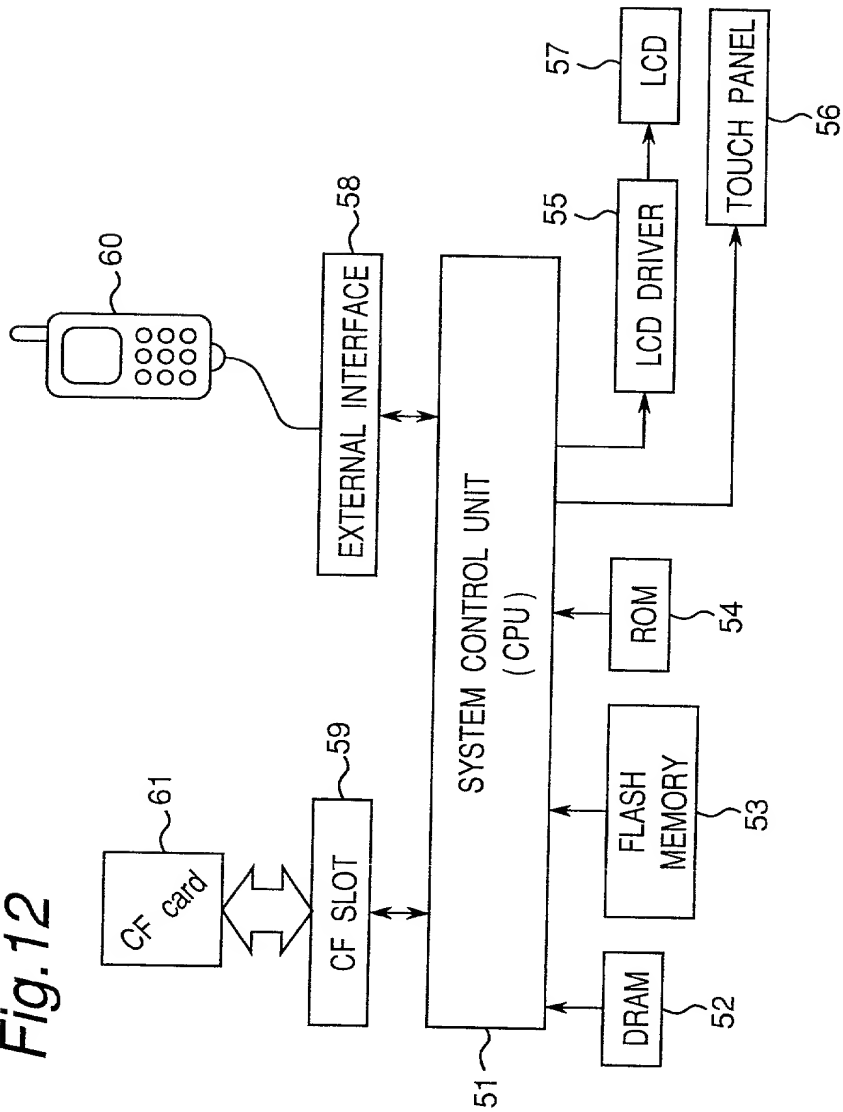


Fig.13

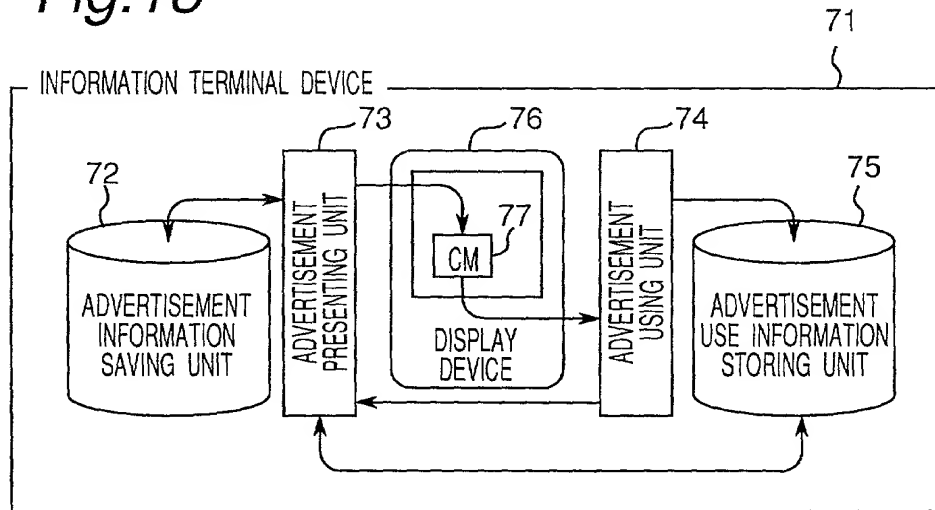


Fig.14A

ADVERTISEMENT
INFORMATION SAVING UNIT

	ADVERTISER	CONTENTS
1	ADVERTISEMENT OF COMPANY A	SIGN-ON INVITATION
2	ADVERTISEMENT OF COMPANY B	PRODUCT INFORMATION
3	ADVERTISEMENT OF COMPANY C	PRODUCT INFORMATION

Fig.14B

ADVERTISEMENT USE
INFORMATION STORING UNIT

	NUMBER OF TIMES ADVERTISEMENT WAS DISPLAYED	NUMBER OF TIMES ADVERTISEMENT WAS USED
1	2	1
2	2	0
3	2	1

START

Fig.15A

	NUMBER OF TIMES ADVERTISEMENT WAS DISPLAYED	NUMBER OF TIMES ADVERTISEMENT WAS USED	EVALUATION VALUE
1	3	0	3
2	2	0	②
3	2	0	2

Fig.15B

ADVERTISEMENT WAS USED

2	ADVERTISEMENT OF COMPANY B	PRODUCT INFORMATION
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Fig.15C

	NUMBER OF TIMES ADVERTISEMENT WAS DISPLAYED	NUMBER OF TIMES ADVERTISEMENT WAS USED	EVALUATION VALUE
1	3	0	3
2	3	1	2.5
3	2	0	②

Fig.15D

ADVERTISEMENT WAS NOT USED

3	ADVERTISEMENT OF COMPANY C	PRODUCT INFORMATION
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Fig.15E

	NUMBER OF TIMES ADVERTISEMENT WAS DISPLAYED	NUMBER OF TIMES ADVERTISEMENT WAS USED	EVALUATION VALUE
1	3	0	3
2	3	0	②.5
3	3	0	3

Fig.15F

ADVERTISEMENT WAS NOT USED

2	ADVERTISEMENT OF COMPANY B	PRODUCT INFORMATION
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